Visual Rhetorical Analysis:

Situate Your Own Writing on the Scale

A You have created an interesting, entertaining, and cohesive paper that shows you grappling with complex, analytical ideas. You have represented the words and ideas of others well and accurately, and further, have established meaningful relationships between the author's theories/ideas and your image. Your essay is passionate and eloquent. You have made it clear why writing about this topic is important (the "so-what" factor). Your transitions (sentence to sentence & paragraph to paragraph) are strong and not mechanical. Your paragraphs have cohesion. Your essay overall has a guiding thread that is woven creatively throughout. Everything you say about the rhetorical situation is accurate and analytical for the college level.

B Everything A is but a few elements are missing.

C You have some inaccuracies in terms of what you say about or how you analyze the image. You have a gist, but it is not clearly stated and makes the reader work too hard to understand the main points. It is obvious you care about what you write but have somewhat of a difficult time expressing what you want to say. Your voice is fragmented and does not flow smoothly or read as well as it could.

D The interpretations and analysis are inaccurate, based on faulty logic, or just not genuine. There is no sense of the essay operating as a cohesive whole. There is no gist clearly stated that drives the meaning of the essay. It is clear that you did not proofread and did not get grammar help when you needed it. Your citations are incorrect and it is obvious you did not earnestly attempt to cite correctly.

F You haven't turned in a first draft yet. You did not complete the assignment and/or you did not follow the instructions of the assignment. You used quotations and/or citations without citing.